

REMARKS

The Office Action mailed July 14, 2005 has been carefully reviewed and the following remarks have been made in consequence thereof.

Claims 1-4, 6-9, and 11-24 are now pending in this application. Claims 1-4, 6-9, and 11-24 are rejected.

The rejection of Claims 8, 9, 11, 12 and 14 under 35 U.S.C. § 102(b) as being anticipated by Burke et al ("Burke") (U.S. Pat. No. 5,716,688) is respectfully traversed.

Burke describes a label 5 including a first ply 10 and a second ply 100. First ply has a face 16 and an underside 17. The underside has an adhesive to temporarily retain it to a temporary holding surface from which the label is eventually to be removed. First ply also includes a first edge 10A, a strip 10B, a second edge 10C, and a centerpiece 10D, all of which are delineated from adjacent portions by perforations 11, 12, 13, 14, and 15. A tab 18 extends from the label at the intersection of the strip and the edges. In one embodiment, the label includes a second ply 100 configured to attach to the first ply such that a second ply underside 106 is coupled to the first ply face. The second ply is coupled to the first ply with an adhesive having sufficient strength to hold the first ply to the second ply while a second ply strip 100B is torn from the label. **Accordingly, the adhesive of the first ply is a temporary adhesive and the adhesive on the second ply is greater than the adhesive of the first ply.**

Claim 8 recites "a security tag for use in selectively concealing selected information displayed on a writing medium, said security tag comprising at least a first portion and a second portion coupled to said first portion...said first portion secured to the writing medium with a bond that is stronger than a bond used to secure said second portion to the writing medium."

Burke does not describe nor suggest a security tag as is recited in Claim 8. Specifically, Burke does not describe nor suggest a security tag for use in selectively concealing selected information displayed on a writing medium, wherein the security tag includes at least a first portion and a second portion coupled to the first portion, and wherein the first portion is secured to the writing medium **with a bond that is stronger than a bond**

used to secure said second portion to the writing medium. Rather, in contrast to the present invention, Burke describes a two ply label wherein the first ply is secured to a medium with a temporary adhesive which is a weaker than the adhesive used to secure the second ply to the first ply. Accordingly, for at least the reasons set forth above, Claim 8 is submitted to be patentable over Burke.

Claims 9, 11, and 14 depend from independent Claim 8. When the recitations of Claims 9, 11, and 14 are considered in combination with the recitations of Claim 8, Applicant submits that dependent Claims 9, 11, and 14 are likewise patentable over Burke.

Claim 12 recites "a security tag for use in selectively concealing selected information displayed on a writing medium, said security tag comprising at least a first portion and a second portion coupled to said first portion... said first portion secured to the writing medium with a bond that is stronger than a bond used to secure said second portion to the writing medium."

Burke does not describe nor suggest a security tag as is recited in Claim 12. Specifically, Burke does not describe nor suggest a security tag for use in selectively concealing selected information displayed on a writing medium, wherein the security tag includes at least a first portion and a second portion coupled to the first portion, and wherein the first portion is secured to the writing medium with a bond that is stronger than a bond used to secure said second portion to the writing medium. Rather, in contrast to the present invention, Burke describes a two ply label wherein the first ply is secured to a medium with a temporary adhesive which is a weaker than the adhesive used to secure the second ply to the first ply. Accordingly, for at least the reasons set forth above, Claim 12 is submitted to be patentable over Burke.

For at least the reasons set forth above, Applicant respectfully requests that the Section 102 rejection of Claims 8, 9, 11, 12, and 14 be withdrawn.

The rejection of Claims 1-4, 6, 7, 13, and 15-24 under 35 U.S.C. § 103(a) as being unpatentable over Burke et al. in view of Ritter (U.S. Pat. No. 2,363,472) is respectfully traversed.

Burke is described above. Ritter describes a mailing card 10 including an emblem side 12 having a transfer emblem 11. The emblem includes upper and lower marginal edges

14 and a body extending therebetween. The upper and lower marginal edges are coupled to the card at a location 15 by an adhesive. Specifically, only the upper and lower edges include the adhesive, and as such, the emblem may be detached from the adhered marginal edges using a line of perforations that extends across the emblem. The emblem side includes printed matter 17 positioned beneath the emblem. A protective flap 18 may be releasably coupled to the card such the emblem is covered.

Applicant respectfully submits that the Section 103 rejection of the presently pending claims is not a proper rejection. Applicants respectfully submit that the Section 103 rejection of the presently pending claims is not a proper rejection. As is well established, obviousness cannot be established by combining the teachings of the cited art to produce the claimed invention, absent some teaching, suggestion, or incentive supporting the combination. Neither Burke nor Ritter, considered alone or in combination, describe or suggest the claimed combination. Furthermore, in contrast to the assertion within the Office Action, Applicants respectfully submit that it would not be obvious to one skilled in the art to combine Burke with Ritter, because there is no motivation to combine the references suggested in the art. Additionally, the Examiner has not pointed to any prior art that teaches or suggests to combine the disclosures, other than Applicant's own teaching. Rather, only the conclusory statement that "it would have been obvious at the time the invention was made to a person having ordinary skill in the art to place Burke's security tag on a postcard to conceal information," suggests combining the disclosures.

As the Federal Circuit has recognized, obviousness is not established merely by combining references having different individual elements of pending claims. Ex parte Levengood, 28 U.S.P.Q.2d 1300 (Bd. Pat. App. & Inter. 1993). MPEP 2143.01. Rather, there must be some suggestion, outside of Applicants' disclosure, in the prior art to combine such references, and a reasonable expectation of success must be both found in the prior art, and not based on Applicants' disclosure. In re Vaeck, 20 U.S.P.Q.2d 1436 (Fed. Cir. 1991). In the present case, neither a suggestion or motivation to combine the prior art disclosures, nor any reasonable expectation of success has been shown.

Furthermore, it is impermissible to use the claimed invention as an instruction manual or "template" to piece together the teachings of the cited art so that the claimed invention is rendered obvious. Specifically, one cannot use hindsight reconstruction to pick and choose among isolated disclosures in the art to deprecate the claimed invention. Further, it is

impermissible to pick and choose from any one reference only so much of it as will support a given position, to the exclusion of other parts necessary to the full appreciation of what such reference fairly suggests to one of ordinary skill in the art. The present Section 103 rejection is based on a combination of teachings selected from multiple patents in an attempt to arrive at the claimed invention. Specifically, Burke is cited for describing a removable game piece for temporarily adhering to cups and containers and Ritter is cited for a transfer emblem for postcards. Since there is no teaching nor suggestion in the cited art for the combination, the Section 103 rejection is clearly based on a hindsight reconstruction in which isolated disclosures have been picked and chosen in an attempt to deprecate the present invention. Of course, such a combination is impermissible, and for this reason alone, Applicants request that the Section 103 rejection be withdrawn.

Moreover, if art “teaches away” from a claimed invention, such a teaching supports the nonobviousness of the invention. U.S. v. Adams, 148 USPQ 479 (1966); Gillette Co. v. S.C. Johnson & Son, Inc., 16 USPQ2d 1923, 1927 (Fed. Cir. 1990). In light of this standard, it is respectfully submitted that the cited art, as a whole, is not suggestive of the presently claimed invention. Specifically, Applicants respectfully submit that Burke teaches away from the present invention, and as such, there is no suggestion or motivation to combine Burke with Ritter. Specifically, in contrast to the present invention, Burke describes a two ply label wherein the first ply is secured to a medium with a temporary adhesive which is a weaker than the adhesive used to secure the second ply to the first ply. Accordingly, Burke teaches away from the present invention, and as such, any combination of the cited art appears to support the non-obviousness of the present invention..

Further, and to the extent understood, neither Burke nor Ritter, considered alone or in combination, describe or suggest the claimed combination, and as such, the presently pending claims are patentably distinguishable from the cited combination. Specifically, Claim 1 recites “a postcard comprising a security tag coupled to said postcard for selectively concealing at least a portion of information displayed on said postcard, said tag comprising at least a first portion and a second portion coupled to said first portion...said first portion secured to said postcard with a bond that is stronger than a bond used to secure said second portion to said postcard.”

Neither Burke nor Ritter, considered alone or in combination, describe or suggest a post card as recited in Claim 1. Specifically, neither Burke nor Ritter, considered alone or in

combination, describe or suggest a post card including a security tag coupled to the postcard for selectively concealing at least a portion of information displayed on the postcard, wherein the tag includes at least a first portion and a second portion coupled to the first portion, and wherein the first portion is secured to the post card **with a bond that is stronger than a bond used to secure said second portion to the post card**. Rather, in contrast to the present invention, Burke describes a two ply label wherein the first ply is secured to a medium with a **temporary adhesive which is a weaker than the adhesive used to secure the second ply to the first ply** and Ritter describes a transfer emblem including lower and upper marginal edges and a body extending therebetween, wherein only the lower and upper marginal edges are coupled against a mailing card. Accordingly, for at least the reasons set forth above, Claim 1 is submitted to be patentable over Burke in view of Ritter.

Claims 2-4, and 6 depend from independent Claim 1. When the recitations of Claims 2-4, and 6 are considered in combination with the recitations of Claim 1 Applicant submits that dependent Claims 2-4, and 6 are likewise patentable over Burke in view of Ritter.

Claim 7 recites “a postcard comprising a security tag coupled to said postcard for selectively concealing at least a portion of information displayed on said postcard, said tag comprising at least a first portion and a second portion coupled to said first portion...said first portion secured to said postcard with a bond that is stronger than a bond used to secure said second portion to said postcard.”

Neither Burke nor Ritter, considered alone or in combination, describe or suggest a postcard as recited in Claim 7. Specifically, neither Burke nor Ritter, considered alone or in combination, describe or suggest a post card including a security tag coupled to the postcard for selectively concealing at least a portion of information displayed on the postcard, wherein the tag includes at least a first portion and a second portion coupled to the first portion, and wherein the first portion is secured to the post card **with a bond that is stronger than a bond used to secure said second portion to the post card**. Rather, in contrast to the present invention, Burke describes a two ply label wherein the first ply is secured to a medium with a **temporary adhesive which is a weaker than the adhesive used to secure the second ply to the first ply** and Ritter describes a transfer emblem including lower and upper marginal edges and a body extending therebetween, wherein only the lower and upper marginal edges are coupled against a mailing card. Accordingly, for at least the reasons set forth above, Claim 7 is submitted to be patentable over Burke in view of Ritter.

Claim 8 recites “a security tag for use in selectively concealing selected information displayed on a writing medium, said security tag comprising at least a first portion and a second portion coupled to said first portion...said first portion secured to the writing medium with a bond that is stronger than a bond used to secure said second portion to the writing medium.”

Neither Burke nor Ritter, considered alone or in combination, describe or suggest a security tag as is recited in Claim 8. Specifically, neither Burke nor Ritter, considered alone or in combination, describe nor suggest a security tag for use in selectively concealing selected information displayed on a writing medium, wherein the security tag includes at least a first portion and a second portion coupled to the first portion, and wherein the first portion is secured to the writing medium **with a bond that is stronger than a bond used to secure said second portion to the writing medium.** Rather, in contrast to the present invention, Burke describes a two ply label wherein the first ply is secured to a medium with a **temporary adhesive which is a weaker than the adhesive used to secure the second ply to the first ply** and Ritter describes a transfer emblem including lower and upper marginal edges and a body extending therebetween, wherein only the lower and upper marginal edges are coupled against a mailing card. Accordingly, for at least the reasons set forth above, Claim 8 is submitted to be patentable over Burke in view of Ritter.

Claim 13 depends from independent Claim 8. When the recitations of Claim 13 are considered in combination with the recitations of Claim 8, Applicant submits that dependent Claim 13 likewise is patentable over Burke in view of Ritter.

Claim 12 recites “a security tag for use in selectively concealing selected information displayed on a writing medium, said security tag comprising at least a first portion and a second portion coupled to said first portion... said first portion secured to the writing medium with a bond that is stronger than a bond used to secure said second portion to the writing medium.”

Neither Burke nor Ritter, considered alone or in combination, describe or suggest a security tag as is recited in Claim 12. Specifically, neither Burke nor Ritter, considered alone or in combination, describe or suggest a security tag for use in selectively concealing selected information displayed on a writing medium, wherein the security tag includes at least a first portion and a second portion coupled to the first portion, and wherein the first portion is

secured to the writing medium **with a bond that is stronger than a bond used to secure said second portion to the writing medium.** Rather, in contrast to the present invention, Burke describes a two ply label wherein the first ply is secured to a medium with a **temporary adhesive which is a weaker than the adhesive used to secure the second ply to the first ply** and Ritter describes a transfer emblem including lower and upper marginal edges and a body extending therebetween, wherein only the lower and upper marginal edges are coupled against a mailing card. Accordingly, for at least the reasons set forth above, Claim 12 is submitted to be patentable over Burke in view of Ritter.

Claim 15 recites “a method for notifying an individual of an appointment, said method comprising providing a security tag including at least a first portion and a second portion that is coupled to the first portion...and coupling the security tag to a postcard such that ... the security tag first portion is secured to the postcard with a bond that is stronger than a bond used to secure the second portion to the postcard.”

Neither Burke nor Ritter, considered alone or in combination, describe or suggest a method for notifying an individual of an appointment as is recited in Claim 15. Specifically, neither Burke nor Ritter, considered alone or in combination, describe or suggest a method for notifying an individual of an appointment, wherein the method includes providing a security tag including at least a first portion and a second portion that is coupled to the first portion, and coupling the security tag to a postcard such that the security tag first portion is secured to the postcard **with a bond that is stronger than a bond used to secure the second portion to the postcard.** Rather, in contrast to the present invention, Burke describes a two ply label wherein the first ply is secured to a medium with a **temporary adhesive which is a weaker than the adhesive used to secure the second ply to the first ply** and Ritter describes a transfer emblem including lower and upper marginal edges and a body extending therebetween, wherein only the lower and upper marginal edges are coupled against a mailing card. Accordingly, for at least the reasons set forth above, Claim 15 is submitted to be patentable over Burke in view of Ritter.

Claims 16-19 depend from independent Claim 15. When the recitations of Claims 16-19 are considered in combination with the recitations of Claim 15, Applicant submits that dependent Claims 16-19 are likewise patentable over Burke in view of Ritter.

Claim 20 recites “a postcard comprising a security tag coupled to said postcard for selectively concealing at least a portion of information displayed on said postcard, said postcard comprising a pair of oppositely-disposed ends and a body extending therebetween, said tag comprising at least a first portion and a second portion separated by a fold line....”

Neither Burke nor Ritter, considered alone or in combination, describe or suggest a post card as is recited in Claim 20. Specifically, neither Burke nor Ritter, considered alone or in combination, describe or suggest a postcard including a security tag coupled to the postcard for selectively concealing at least a portion of information displayed on the postcard, wherein the postcard includes a pair of oppositely-disposed ends and a body extending therebetween, and wherein the tag includes at least a first portion and a second portion separated by a fold line. Rather, in contrast to the present invention, Burke describes a two ply label wherein the first ply is detached and separate from the second ply and Ritter describes a transfer emblem including lower and upper marginal edges and a body extending therebetween, wherein only the lower and upper marginal edges are coupled against a mailing card. Accordingly, for at least the reasons set forth above, Claim 20 is submitted to be patentable over Burke in view of Ritter.

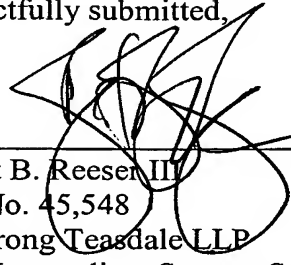
Claims 21-24 depend from independent Claim 20. When the recitations of Claims 21-24 are considered in combination with the recitations of Claim 20, Applicant submits that dependent Claims 21-24 are likewise patentable over Burke in view of Ritter.

For the reasons set forth above, Applicant respectfully requests that the Section 103 rejection of Claims 1-4, 6, 7, 13, and 15-24 be withdrawn.



In view of the foregoing amendments and remarks, all the claims now active in this application are believed to be in condition for allowance. Reconsideration and favorable action is respectfully solicited.

Respectfully submitted,



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